

## CLAIMS

1. A method of obtaining information about a product, the method comprising the steps of:

observing a product while the product is being utilized;

5 reading a tag embedded in the product to obtain product identifying information;

transmitting the product identifying information to computer connected to a computer network; and

receiving product specification information from the computer.

10 2. The method of claim 1, wherein the tag comprises a radio frequency identification tag and the reading step comprises scanning the tag with a radio frequency receiver.

3. The method of claim 1, further including the step of:

purchasing the product by transmitting order information to the computer.

15

4. The method of claim 1, wherein the transmitting step comprises transmitting information from a mobile terminal to a computer network in a wireless manner.

5. The method of claim 1, wherein the transmitting step is performed in real time after  
20 the scanning step.

6. The method of claim 1, further including the step:

transmitting an identification of the product to a second computer connected to the computer network.

7. A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

- searching the database with the RFID code to identify the first consumer; and providing a reward to the first consumer.

8. The method of claim 7, wherein the reward comprises a commission for sales made to the second consumer.

9. The method of claim 7, wherein the reward comprises a discount on future purchases.

10. The method of claim 7, further including the step of:

transmitting product specification information to the second consumer.

11. A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and

5 providing a reward to the first consumer.

12. A mobile terminal configured to obtain product specification information, the mobile terminal comprising:

- a receiver that detects radiation reflected by a tag embedded in a product;
- 10 a communication circuit in wireless communication with a computer network; and
- a controller configured to receive tag information from the receiver and cause the communication circuit to transmit the tag information to a computer connected to the computer network.

 13. The mobile terminal of claim 12,  wherein the receiver is a radio frequency receiver.

14. A method of advertising and selling products, the method comprising the steps of:

- embedding a radio frequency identification tag in a product;
- selling the product to a first consumer;
- 20 reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer;
- ordering the product for a second consumer in real time after reading the radio frequency identification tag; and

rewarding the first consumer.